

EX PARTE OR LATE FILED



James K. Smith
Director
Federal Relations

December 5, 1996

RECEIVED

DEC 5 1996

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street, NW
Room 222
Washington, DC 20554

Re: **Ex Parte Statement**
CC Docket Nos. 85-229, 90-623, 95-20
Personal Access Service (PAS) CEI Plan

Dear Mr. Caton:

On September 1, 1995 Ameritech filed a CEI Plan for Personal Access Service (PAS). PAS utilizes separate equipment which allows customers to be reached through the use of a single telephone number regardless of the customer's geographic location. PAS allows dynamic customization of a user's call management requirements with customized call greetings and recorded screening of caller names, including voice mail and fax store and forward capabilities.

The staff has asked Ameritech to provide information indicating the extent to which other companies are providing PAS-like services within its local exchange company (LEC) service territories. The staff has also asked whether other providers of PAS-like services in the Ameritech region rely on a LEC "basic routing service" for the provision of their service. Finally, Ameritech was requested to provide various options that the Commission might consider in processing the PAS CEI Plan.

Attachment A depicts by service provider some of the various PAS-like products and their respective features offered in the marketplace today. Attachment B shows competing service providers offering PAS-like services to customers within Ameritech's local exchange service areas in each of the five states within the Ameritech region. These attachments clearly

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demonstrate that numerous competitors are offering numerous PAS-like services in each of these five states. Attachment C contains marketing material used by some of these providers. It is clear that these services are not dependent upon, or otherwise use, a distinct "basic routing service" provided by an Ameritech LEC beyond what is currently available in our network today. Furthermore, in direct response to the staff's inquiry, Ameritech commissioned some basic product research that has not revealed any PAS-like service currently offered by any vendor which utilizes a LEC stand-alone basic routing service.

It is obvious that Ameritech's competitors are offering PAS-like services to customers in our service territories. MCI, while aggressively marketing its own PAS-like service, is the only party to oppose Ameritech's CEI plan. MCI argues that the routing functionality inside the PAS equipment constitutes a basic service which requires its dissection, unbundling, and a new CEI interface between the routing capabilities and enhanced capabilities of the PAS equipment. The clear implication of MCI's position is the Commission should assert itself as a technology czar and require that the PAS equipment and software be redesigned. MCI would have the Commission interpret its rules and find that the presence of a routing capability in an enhanced service constitutes a basic service, thus necessitating a discrete CEI interface. Clearly, the Commission's rules do not require such an interpretation and to conclude otherwise would be to engage in form over substance given the facts of PAS. The PAS CEI Plan clearly sets forth the CEI interfaces between the PAS equipment and the local exchange network.

An ex parte filing, dated August 9, 1996 (Attachment D), outlined the operation of PAS service and how the vendor's equipment functions -- concluding that there is no practical way to separate functions and reintegrate them to provide the same service as PAS. It was stated therein that

"[T]he way the PAS uses both the pre-stored information and the information collected on a per-call basis is unique. The PAS platform does not make decisions based on pre-stored information and then make separate decisions based on per-call information. Instead, the per-call information is interwoven with the pre-stored information to make all routing decisions."

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The only way PAS can be offered effectively is in an integrated package. Separating the functions of PAS and then reintegrating them would not be practical. The primary reason that it is impractical to separate PAS into separate routing and non-routing services is that PAS depends on real-time, continuous call control to create a seamless service. Call control in this context means that the current application has all the information about the call including what state it is in (answer, screening, search, etc.), specific information about the caller and subscriber, as well as appropriate billing information. Recreating and synchronizing this continuous call control across separate software applications would require extremely complicated interfaces.

As opposed to a conventional enhanced service such as voice mail where call control is passed once from the regulated network to the deregulated enhanced service -- PAS passes call control between routing and non-routing parts of the application multiple times for each call. Because Ameritech did not develop the PAS application, we have no way of knowing how the vendor configured all the internal software modules. However, based on the overall operation of the service, we can conclude: a) that there are a variety of routing and non-routing functions, b) that the functions used on a particular call depend on both stored instructions and real time interaction with both subscriber and caller, and c) that to operate in a seamless manner these functions have to maintain synchronization of a variety of pieces of information.

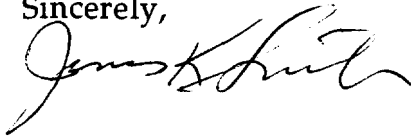
Separating the routing and non-routing functions of PAS would be difficult, if not impossible. The price tag would likely be so high that Ameritech would not be able to offer the service at a price subscribers would be willing to pay. In addition, even if these complicated interfaces could be designed, it would be very difficult to have multiple vendors interoperate successfully unless extremely tight timing tolerances were enforced. The bottom line is that Ameritech is purchasing PAS from an outside vendor as an integrated unit. The vendor has designed the product to meet a perceived market demand and has no incentive to redesign the product, particularly given that the end result of an artificial redesign would likely yield a less competitive product.

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In response to a staff request to provide options that the Commission might consider in processing the PAS CEI plan, Attachment E contains a list of theoretical options. Based on information submitted in the record of this proceeding, it is evident that the Commission should proceed with either Option 1 or Option 2, i.e., either reject MCI's arguments and approve the plan as submitted, or approve the plan as submitted finding that the routing functionality of PAS is not sufficient to trigger unbundling requirements under Computer III.

Ameritech has sought approval of this CEI Plan for almost a year and a half. Such delay in the ability to offer a competing non regulated service is untenable. The whole purpose of the Commission's Computer II regime, as modified by Computer III, was to provide a structure whereby regulation would not inhibit technological innovation or the introduction of non regulated services. This proceeding demonstrates that the regulatory process has come full circle in inhibiting the timely introduction of competitive services. Ameritech once again urges the Commission to approve its PAS CEI Plan.

Sincerely,

A handwritten signature in cursive script, appearing to read "James K. Smith".

Attachments

cc: Richard Welch
Cheryl Leanza
Claudia Pabo

SINGLE NUMBER SERVICE COMPETITIVE ENVIRONMENT¹

ATTACHMENT A

PRODUCT	COMPANY	VENDOR	----- -	INTEGRATED VOICE MAIL	----- --	CUSTO- MIZED GREETING	-OVER	RIDES- -	SEARCH ----- OPT	SCHEDULE IONS-----	-----	SCREEN- ING	----- -	----- FA	X----- -	ADMIN SESSION
			Std.	Outbound Calls	Pager Notifi- cation of VM/FM		One Nmbr.	Meet Me Page	Schedule	Forwarding (single/multiple -simultaneous/ sequential)	Spoke n Caller ID	Recording/ Playback of Caller's Name	Priority Caller Pswd.	Detection	Store & Forward	(alternate routing, check VM, FM)
PAS	Ameritech	DGM&S	X	X	X	X	X	X	X	X	X	X	X	X	X	X
True Connections*•	AT&T	AT&T	X	X	X	X	X		X	X			X			X
Flexible Call Forwarding*	Bell South (Wireline)								X	X	X ²		X			X
Power Call (Formerly ProLink)	Bell South Mobility	Bell South and AT&T	X	X	X		X		X	X			X		X	
Personal Assistant	Comcast Cellular/ TPS	(TPS)	X	X	X	X			X			X		X	X	X
Freedom Number•	Freedom Number		X	X	X ³										X	X
MCI One Number*	MCI		X		X		X			X		X	X		X	X
Wildfire•	Concierge	Wildfire	X	X	X			X	X			X				
Total Number	Sprint (Local Telecom Division)		X	X	X	X	X		X	X		X		X	X	X
Find Me*	US West (Wireline)				X ⁴	X ⁵	X	X	X	X						X
Access Line	US West New Vector	Access Line Tech- nologies	X	X	X	X	X	X	X				X	X	X ⁶	X
Friends & Family 500 Service*•	MCI		X		X		X			X		X				X
Magic Number•	US Signal/ LCI		X	X						X						

* Tariffed Service

• Ameritech In-Region Competitor

¹ Based on Ameritech's understanding of advertising, promotional materials, or published information.

² Known as "Audio Caller Name"

³ Delivers pager number of the caller for a return call

⁴ Contains built in address book, storing up to 100 telephone numbers

⁵ Recorded by service provider

⁶ Available as an upgrade from Access Line

SINGLE NUMBER SERVICE COMPETITIVE ENVIRONMENT⁷

ATTACHMENT B

PRODUCT	COMPANY	AVAILABILITY				
		IL	IN	MI	OH	WI
PAS	Ameritech					
True Connections*•	AT&T	X	X	X	X	X
Flexible Call Forwarding*	Bell South (Wireline)					
Power Call (Formerly ProLink)	Bell South Mobility					X
Personal Assistant	Comcast Cellular/TPS	X				
Freedom Number•	Freedom Number	X	X	X	X	X
MCI One Number*	MCI	X	X	X	X	X
Wildfire•	Concierge	X	X	X	X	X
Total Number	Sprint (Local Telecom Division)					
Find Me*	US West (Wireline)					
Access Line	US West New Vector			X		
Friends & Family 500 Service*•	MCI	X	X	X	X	X
Magic Number•	US Signal/LCI	X	X	X	X	X

* Tariffed Service

• Ameritech In-Region Competitor

⁷ Based on Ameritech's understanding of advertising, promotional materials, or published information.

ATTACHMENT C

Marketing Materials for Competing

PAS-Like Products Available in the Ameritech Region

POWERCALL

ONE YOU, ONE NUMBER

You have every form of communication known to man. Office phones, car phones, pagers, faxes. And still, no one can find you.

PowerCall is the powerful new communication service that lets callers reach you quickly at any of your numbers ... by dialing just one number.

THE POWER OF ONE

PowerCall isn't a cellular phone, voice mail, pager, or call forwarding service. It simply links all of your communication tools to one number so they work better. Easier.

And so do you. Isn't it time you simplified your life -- to the Power of One?

FAST AND EASY

It's easy to link all your important numbers to your PowerCall number.

Just tell PowerCall your numbers by entering them from any touch-tone phone.

This is your "Reach List" -- and you can change it anytime, as often as you like. It's as simple as dialing the phone!

COMPLETE FLEXIBILITY

You can even create an After-Hours Reach List to route calls to a completely different set of numbers after work hours or on weekends. And you can Override your calls to any phone number anytime you'll be at a new number for any period of time -- all with the touch of a few buttons.

FINDS YOU IN SECONDS

You can give your callers the power to bypass your PowerCall routing and go directly to your voice mail.



Just tell your callers to press

9 during your Welcome

Message. When someone dials your PowerCall number, the service quickly checks to see if your cellular phone is turned on.

If not, it automatically routes the call to the next location on your Reach List.

If you don't answer at the first number, a voice message tells your caller the service is looking for you.

If you don't answer at any number on the list, the caller can leave a message at any Last Stop Number you choose -- voice mail, your secretary, an answering machine or service, or pager. And the whole process takes just a few seconds. It's almost magic!

ENDS THE MESSAGE CHASE

Best of all, PowerCall includes built-in PowerMail voice mail service. It can replace all of your voice mail services because it links all of your numbers to just one number.

Now callers won't have to wonder if you got the message. PowerMail saves you time and money.

MANAGES YOUR CALLS

- Only PowerCall has the innovative PowerESP Caller Announcement service that tells you who's calling. You can actually hear the name of the caller before you answer! So you can take only the calls you want, and send others directly to your Last Stop Number, such as your PowerMail service, to return at a more convenient time.
- Returning calls is almost magic. With our built-in PowerMail service you listen to your messages from your cellular phone and return calls instantly by pressing just one button. There's no need to remember numbers, hang up or redial. You can also check your messages anywhere, anytime, with a regular landline phone.
- And, if you carry a pager, PowerCall pages you when a message arrives and tells you that you have a call, the number of the caller and whether you have a voice message or fax waiting.



Powercall Bill
South Mobility

PowerCall
BellSouth Mobility



POWER

BASIC SERVICE

Your own Powerful Communication Service for one low monthly fee.

ONE-NUMBER CALLING

- Your new PowerCall Personal Number
- After hours Reach List
- Fast and easy Override to another location
- PowerESP Caller Announcement (audio caller ID)
- Priority Caller Identification

POWERMAIL

- Full feature voice messaging
- One-button call return from your cellular phone
- Pager notification — provides phone number of caller
- Checks messages from any phone
- Replaces all of your voice mail services

POWERFAX (OPTIONAL)

- Same one number for faxes
- Stores faxes and forwards to any fax machine
- Total privacy
- Pager notification — provides number of sending party

POWER

POWER

© Bellsouth Mobility

LISTEN TO THE EMPOWERED

- "Just one number. Now whether I'm at the office, in the car, at home... just about anywhere... my customers can find me."
- "Nothing is more irritating than trying to return voice mail messages in the car. PowerMail's one-button call return is great... I just dial my PowerCall number and return all of my calls with the press of just one button."
- "There's no little time in the day to take a lot of unnecessary calls. With PowerESP, I know who's calling before I answer the phone."
- "My faxes used to sit around until I got back to the office. With PowerFax, callers just dial my PowerCall number and press the fax button. I can get my faxes anywhere... anytime."
- "I'm never in the office. I'm either showing houses or prospecting. With PowerCall, I'm never more than a phone call away from a potential sale. And just one extra sale more than covers the cost of PowerCall, my cellular phone bill, and a lot more."

Priority Caller List even lets you designate

important callers so you'll know they're on the line, adding a two-digit Hot Code that alerts you no matter where they're calling from.

D FAXES - ANYWHERE

If having an important fax waiting for you back at the office? For those who need it, PowerCall's PowerFax allows callers to send faxes directly to the same number they use to call you. PowerCall stores and forwards the fax wherever you are, to any fax machine anywhere in the country. Now or whenever you choose, Fax gives you both convenience and privacy.

GET THE POWER NOW!

PowerCall gives you one powerful personal number, mail, caller announcement, and faxes when and where you need them. It's the only number you need to be in touch. Call 883-7700 or 1-800-351-2400. POWER from your BellSouth Mobility cellular phone — to sign up now.



MCI Telecommunications Corporation
P.O. Box 4602
Iowa City, IA 52244-4602

MCI Friends &
Family 500

Dear Valued Customer,

We're giving you one hour of free calling certificates for signing up for your own Friends & Family 500 NumberSM!

Now, by dialing your special 500 number, family and friends can reach you anytime, anywhere you are. And, they won't have to make a lot of expensive calls searching for you, because they can find you with one simple call.

Just give each of your 20-minute bonus certificates to those who call you often, and their calls to your 500 number will be on MCI! To redeem the certificates, they simply mail them with their telephone bill, as payment for their 500 number calls to you.

We've also enclosed a wallet guide explaining how to access your 500 number's special features, and handy 500 number wallet cards that you can give to family and friends.

If you haven't already received your 500 number and passcode, you will receive them shortly in a separate MCI package.

Thank you for choosing the Friends & Family 500 Number service. We appreciate your business and your decision to use MCI.

Sincerely,

John R. Bowden, Jr.
Vice President, Customer Service
MCI Consumer Markets

* One hour of free Friends & Family 500 Number calling equals \$8.70, based on off-peak rates per minute. Each 20-minute certificate is equal to \$2.90. Rates effective 7/95.

MCI WE DELIVER ON OUR PROMISES

AAAA 3R075473 E98

000677

~~Chicago, IL~~
1130 S Michagan Apt 2109
Chicago IL 60605-2320

|||||

Here are your free Friends &
Family 500 NumberSM calling
certificates!

This certi is not redeemable for cash and is
equivalent to U.S. currency when used at a
participating residential telephone company or MCI
for payment of billed toll charges.

MCI

500 NUMBER CERTIFICATE

7-11
520

Valid between 08/28/95 - 12/26/95
044343

Compliments of:

Pay to the Order of MCI or Your Local
Residential Telephone Company

~~Chicago, IL~~

Two Dollars and 90/100 \$2.90

First National Bank of Maryland
Baltimore, MD

James H. Schreder
Authorized Signature

⑈044343⑈ ⑆052000113⑆ 425 4366 1⑈

This certificate is not redeemable for cash and is
equivalent to U.S. currency when used at a
participating residential telephone company or MCI
for payment of billed toll charges.

MCI

500 NUMBER CERTIFICATE

7-11
520

Valid between 08/28/95 - 12/26/95
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First National Bank of Maryland
Baltimore, MD

James H. Schreder
Authorized Signature

⑈044342⑈ ⑆052000113⑆ 425 4366 1⑈

Welcome

Your MCI Friends & Family 500 Number™ is convenient and easy to use.

When you give your Friends & Family 500 Number to your family members and friends, they have a single number to reach you wherever you are.

Choose to route calls to domestic or international numbers such as:

- | | |
|--------------|---------------------|
| ■ Home | ■ Office |
| ■ Car | ■ Pager |
| ■ Fax | ■ Cellular Phone |
| ■ Voice Mail | ■ Answering Service |

This guide details all the features available to you. Your features can be revised as often as you like. And there's no charge to call your 500 Number to change features or check voice mail.

If you have any questions or need assistance, call MCI Customer Service at 1-800-341-8433.

Tell Callers How To Reach You:

- 1 They dial 1+ or 0+ your 500 Number*.
- 2 They will be guided by voice prompts to complete their call.

*Dialing 1+ your 500 Number will charge the call to the telephone from which they are calling. To charge the call to a credit card, they dial 0+ your 500 Number.

Note: Certain local telephone companies are not set up to allow 500 calls. If you or your callers have trouble dialing 1+ or 0+ 500, dial 1-800-500-3666 to complete the call.

MCI®

500 Number

Select/Change/Add Features:

- 1 Dial 1 + or 0 + your 500 Number.
- 2 When you hear "MCI's Friends & Family 500 Number" dial [*] 90.
- 3 At the voice prompt, enter your six digit passcode.
- 4 Follow the voice prompts to select or change your features, or you can speak with an MCI operator if you need assistance.

Feature Menus:

- 1 **Main Menu**
Program your Multiple Numbers, Alternate Number, Final Message, Number On/Off, access Voice Mail or transfer to an operator. You'll be prompted to select each feature by pressing [*] and the feature number.
- 2 **Personal Profile Menu**
Select [*] 7 from the Main Menu to select Guest Menu On/Off, Call Screening or Fax Number.
- 3 **Pager Menu**
Select [*] 5 from the Personal Profile Menu to program your pager options.

Customer Service: 1-800-341-8433

Customize Your 500 Number Features:

Route Calls to Multiple Numbers

Select three numbers such as your office, car and home. Choose from domestic or international phone, fax, cellular phone or pager numbers.

Choose a Final Message

If you cannot be reached at any of the three numbers you selected, your 500 Number will direct calls to voice mail, your pager, or a final message which informs callers that you cannot be reached.

Program an Alternate Number

Override the three numbers you've selected by activating a single alternate number. It can be any number that accepts outside calls such as a friend's home, a hotel room, or a conference room telephone. Deactivate this feature to return to your normal sequence.

Direct Calls to Voice Mail

Route calls directly to your voice mailbox when you cannot be disturbed or you're not available at the numbers you selected. Retrieve voice messages with a free call to your 500 Number.

Direct Calls to Pager

Route calls directly to your pager by selecting this option as one of your three numbers.

Receive Pager Notification of New Messages

If you have a pager, this option will allow you to be paged every time a message arrives in your Friends & Family 500 Number voice mailbox.

Screen Calls

This feature allows you to hear the name of the caller prior to accepting the call. You can then determine whether to accept the call or have it routed to your voice mailbox.

Guest Menu

Select this feature to have a prerecorded message give callers options for reaching you. If not selected, calls will route directly to your first number.

Number On/Off

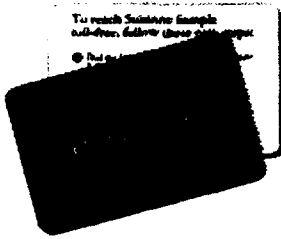
Temporarily turn off your Friends & Family 500 Number. Callers will hear a message informing them that you are not currently accepting calls.

Let your family and friends know how

to reach you with your 500 Number.

friends & family

MCI

Friends & Family Personal Number**Convenience**

Friends & Family Personal Number is your very own 800 number so the people who matter most can reach you wherever you are - at no cost to them. Imagine offering the convenience of toll-free calling to children living away from home, family members who travel, or grandparents you wish would call more often.

Your unpublished Friends & Family Personal Number rings at your home, but can easily be changed to ring at your work phone, car phone, pager, or even international locations. And, your Personal Number VoiceMail ensures that you won't miss a single call.

You're in control

Your Friends & Family Personal Number is confidential. You decide who gets your number and security code. Give it to your family members and friends so they can call you anytime at no cost to them.

Easy to use

Calling you is easy as 1-2-3.

1. Callers dial your Personal Number.
2. They listen for the double tone.
3. Then enter your 4-digit security code.

That's it! They can call toll-free from any phone in the 50 states, US Virgin Islands, Puerto Rico, and Canada without coins or calling cards.

Savings

Personal Number is a FREE benefit of Friends & Family and Friends & Family Free. There are no extra fees or surcharges and you pay only \$.18/minute off-peak and \$.28/minute peak. If you are not an MCI customer, please call us about our other 800 programs available for you.

Free Features

Your Personal Number can allow you to have your calls follow you wherever you are and to direct your messages to your voicemail box or to your pager whenever you are not available. There are no additional costs for any of these features.

Sign up online for your Friends & Family Personal Number or call 1-800-476-SAVE for more information.

Make a Free Call | Find a Local Office | Contact Us | About MCI | Privacy Policy |
Online Tools & Customer Service | Global Connections | Internet Resources | About MCI | Find Us

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AT&T True Connections™

**AT&T True Connections service enhances
your cellular service and puts you in control.**



As an AT&T Long Distance cellular customer, you know how important your cellular phone is in your everyday life. Now, with AT&T **True Connections**™ service, you can make it easier than ever for callers to reach you, almost anywhere you go.

First of all, with AT&T True Connections service, people won't have to try your office, then your cellular phone, then your home number when they want to speak with you. Instead, they can call one number—a personal 500 number that allows you to receive calls at virtually any phone in the U.S. and in more than 200 countries around the world.

But there's much more to it than that. True Connections service also gives you unprecedented control over who reaches you, when, where, and who pays for the call. Consider all these advantages:



- **Reachability:** When someone calls you on your 500 number, the call can "try" you at up to three different locations. For example, the call can ring on your office phone first. If you don't answer, it's automatically routed to your cellular phone. If there's still no answer, it goes to your home phone or answering system. You pick the locations, and change them as needed. Or, when you're on the move, you can forward incoming 500-number calls to the phone nearest you, including your cellular phone. Either way, your caller can reach you.
- **Privacy:** Your personal 500 number is unlisted—you give it to people you choose. And when you're busy and can't take calls, just activate Call Screening and send all calls to Voice Mail or your designated answering system. Or, if you prefer, you can receive calls from selected people only, or urgent calls only.
- **Continuity:** If you move, your 500 number will remain the same. Old friends and business associates needn't lose track of you—your number will never change unless you want it to*.
- **Reverse Billing:** Give special people a PIN. Tell them to enter it when they call, and you'll pick up the tab.
- **Place-A-Call:** When you're away from home, you can use your 500 number to place calls, too. Just like a calling card. All you need is a touch-tone phone, whether you're in the U.S. or in any of the 130 countries where USA Direct service is available.



I think you'll agree that True Connections service will be a valuable enhancement to the cellular service you currently enjoy. You'll be pleased to know it's extremely affordable, too—just \$1 a month through August 31, 1995 and only \$7 a month after that (not including calls you place or calls that are reversed to your bill).

Why not order your **True Connections**™ service right now, so you can take full advantage of these introductory savings?

Just call 1 800 TRUE-500, Ext. 2386

AT&T TRUE
CONNECTIONS

PO Box 4161 0461
Bridgton MO 63004 0461



VOLUME 2

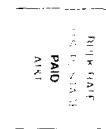
Now getting your VOICE MAIL is easier than ever BEFORE!

Great news! We've upgraded True Connections Voice Mail by making it easier than ever to get your messages. Just call your 500 number, enter your master PIN and the # sign, and then press 3. There's no longer a need to use a mailbox ID number and password.

After pressing 3, you will hear a short ring, then you will be connected to your mailbox. You will be told how many new messages you have, and you can retrieve them. To return to the True Connections Main Menu, just press *X. It's that simple. And it's one of a number of things we're doing to make True Connections Service even more responsive to your needs.

If you have True Connections Voice Mail, you probably have already received news of this upgrade to our broadcast message. But if you don't have True Connections Voice Mail and you want to sign up, just call 1-800-852-8180. The \$10 sign-up fee will be waived if you call now, and service is only \$5.95 a month.

1295



This SUMMER Someone Surprising May Turn Up at the Olympic Games... YOU.

Last fall, we offered True Connections subscribers the chance to win a trip to this year's Olympic Games — every time you made a True Connections call, you were automatically entered in our Olympic sweepstakes. So stay tuned — because the results are

almost in. Winners will spend 7 days and 6 nights in Atlanta, with guest tickets to events, courtesy of True Connections.

As a sponsor of this year's games, we're committed to all of our U.S. athletes' quest for gold. And as

they travel around preparing for the games, a number of Olympic athletes have begun using True Connections Service as an easy way to keep up with family and friends back home.

So be on the lookout to see if you'll be with them in Atlanta this summer.

How 500 SERVICE Can Help You Coach in the LITTLE LEAGUE.

When last week's game was rained out, Little League coach Mike Pellegrino's home phone wasn't stamped with calls from anxious parents. And he didn't have to make 25 different calls either. Instead, he left a voice message that all his players could pick up. He just called his True Connections Voice

Mail, and changed the announcement. He also leaves game links, changes in location, even game results for parents. If a 500 number can make it easier to manage 25 but-wouldn't-it-be-nice imagine how it can help for you.



Centennial
Olympic Games
Partner

LOOK
On Back For
MORE:

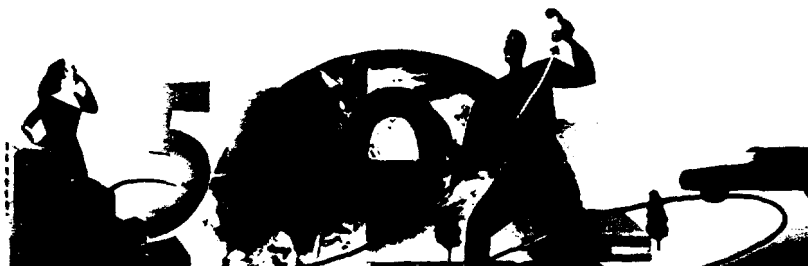
Save Money
With True
Connections

Now You Can
Call From
Alaska With
Your 500
Number

What To Do
When You Can't
Get Through

Answers
To Your Most
Often-Asked
Questions

True ConnectionTips



1 SAVE money with your TRUE CONNECTIONS 500 NUMBER.

Did you know that True Connections Service can even help you save money? Your AT&T True Connections calls can earn you valuable savings if you're a member of the following programs: AT&T True Reach Savings™ or True Reach International™ Savings. You'll see these savings reflected in your monthly bill. Of course, those who call you can also save provided they're AT&T customers who belong to one of these savings programs. So remember to let your callers in on the news. If you have any questions regarding our savings programs, or if you wish to enroll, please call us at 1 800 982-8480.

2 NORTH to ALASKA with AT&T TRUE CONNECTIONS.

You can now use your 500 number even if you're way up north in Alaska. Because now you can use the simple dial-around instructions (1 800 CALL ATT) to reach your True Connections menu.

And when you forward your calls to Alaska,

anybody that calls you is assured of excellent long distance rates – just 27 cents a minute during peak hours and just 17 cents a minute off-peak.

Note: At this time, call forwarding and True Vocal Mail from Alaska only works from state to state.

3 PAGER NOTIFICATION for TRUE CONNECTIONS.

If you opt for AT&T's True Connections Voice Mail, you may also add Pager Notification at no additional cost. This way, you'll receive a page whenever a new message arrives in your mailbox. Until you retrieve this message, Pager Notification will continue to page you every 60 minutes. And you can even choose the times of day during

which you want Pager Notification to be in effect.

To activate Pager Notification, please call 1 800 982-8480 and have the following information ready: Your AT&T True Connections number, your pager number (this must be an 800 number) and your pager PIN.

4 HOW to GET THROUGH, EVEN when you CAN'T get through.

Your AT&T 500 number may not be recognized at some pay phones and at some institutional phones, such as those in hotels and offices. You'll know what we mean when you hear a strange tone or a recording after dialing your 500 number from one of these places.

But don't worry, there is a way around this. Just hang up, pick up again and dial 1 800 CALL ATT. You'll hear a tone and AT&T. Then press 1, your 500 number and Master PIN, and follow the prompts. And presto! Your calls get through. Non-

to enter either a reverse billing PIN, calling card or credit card number.

AT&T is hard at work trying to make these blocks a thing of the past. So over the next few months, we believe you'll encounter these blocks less often when you use your 500 number. But in the meantime, just remember the dial-around procedure: It's 1 800 CALL ATT then press 1, your 500 number and follow the prompts. Use it anytime you can't get through. And if you need further assistance, dial 1 800 982-8480.

THE TRUE CONNECTION VOLUME 2

my PIN

Yes. Now you can have your 500 number fully customized. Make it a nickname or birthday. What's more, you can have up to 19 different PINs. To change, add or customize a PIN, just call 1 800 982-8480.

Any more questions?

If you ever have questions or difficulties while using True Connections, like not being familiar with a certain prompt, just dial "H" to reach the Help menu. Or dial "O" for a Service Representative – available 7 days a week, 24 hours a day. As a reminder, you can also call our reps toll-free, 1 800 982-8480. Either way, the help you need is always there.

We're on the WEB!

Now you can reach AT&T True Connections via the Internet. We can be found on the World Wide Web at <http://www.att.com/trueconnections/>. So come visit us the next time you're surfing.

Thanks for WRITING!

We'd like to thank Mr. Todd Davis of Phoenix, Arizona, who took the time to write us recently with a number of insights and suggestions. Todd, we're glad you're enjoying your 500 number service and we're looking into how we might be able to put your ideas to work. If you'd like to send your comments or suggestions about True Connections Service, you can email us at TRU500@ATTMAIL.COM or write us at the return address. We look forward to hearing from you.

AT&T True Connections[®] service. The personal phone number you keep as long as you want.

A few years ago, the idea of a personal phone number you wouldn't ever have to change was unthinkable. But now, thanks to AT&T technology, it's a fact of life.

We're pleased to introduce our long distance customers to AT&T True Connections service—a private 500 number that can follow you virtually wherever you go, whenever you need it.

But that's just the beginning. With a 500 number, you'll be able to screen calls, pay for selected incoming calls, consolidate your pager and messaging capabilities—even enjoy added convenience and possible savings on international calls. And as time goes by, we will continue to let you know about the ever-evolving technologies and advances available to AT&T True Connections customers.

Whether you frequently relocate, your job keeps you on the road, or you just want a more economical way to pay for calls from special people, AT&T has a True Connections personal 500 package to fit diverse lifestyles. Take a look at the next few pages to find the one that's right for you—Stay Close, Traveler or Navigator.



You may not know what city you'll be in tomorrow, but you do know you have to be available 24 hours a day, even when you're traveling overseas. After all, one missed call could mean one lost client, or one worried family member. On the other hand, you don't have time to waste on unimportant calls. You need a number that follows you from office to car phone, to hotel and home again—but only puts through the calls you want.

You'll choose the AT&T True Connections *Traveler* package.

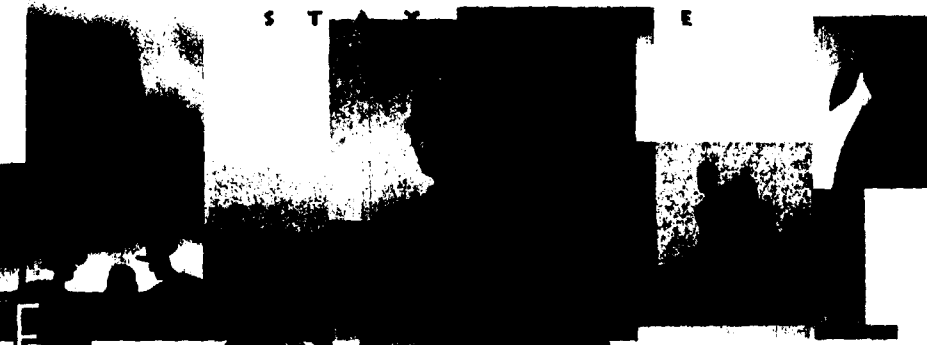
- A personal 500 number
- **Place-A-Call**
- **Reverse Billing** gives you the option of paying for calls from select family members or friends—even if they're calling from overseas—provided they have access to a touch-tone phone.
- **Call Forwarding** allows you to choose to answer your AT&T True Connections calls at the phone closest to you—even if you're in one of over 200 international locations. You can forward your calls from any touch-tone phone, and select the calls you wish to receive.
- **AT&T True Connections Voice Mail** service (at an additional monthly charge), including **Call Screening** features.



Juggling your career and your personal life is a constant demand and keeps you on the go. The problem is, when you have to be in three places at one time, no one ever knows where you are. You need a number that will ring first at the office, then in the car and then at home, so you won't miss an important call.

The AT&T True Connections *Navigator* package was created just for you.

- A personal 500 number
- **Place-A-Call and Reverse Billing**
- **Call Sequencing** navigates your calls to up to three destinations you select, one after another. So if you don't pick up at the office, your call will ring in the car. If you're not there, the call will ring at home.
- **Override** allows you to forward all your calls to one number, without going through your call sequence. So if you're going on vacation for a week, you can have your calls come with you, without having to change your usual ringing sequence before or after your trip.
- **AT&T True Connections Voice Mail** service (at an additional monthly charge), including **Call Screening** features.



Even if you're separated from your kids or your parents in the real world, you still want to remain an important part of their lives. If it means you'd hear from them more often, you'd even consider paying for their calls. Or maybe you'd just like for them to be able to reach you no matter where you go. Either way, you could definitely use an easier and less expensive way for them to stay in touch.

The AT&T True Connections *Stay Close* package is the one for you.

- A personal 500 number that doesn't have to change, no matter where you live or how often you move.*
- **Place-A-Call** lets you use your 500 number to make calls when you're away from home. You won't need a calling card or change for the pay phone, just your 500 number and a touch-tone phone.
- **Your choice of Reverse Billing or Call Forwarding.** (See the *Traveler Package* for a full description of these features.)
- **AT&T True Connections Voice Mail** service (at an additional monthly charge) allows callers to leave a message when you're not available. And the added **Call Screening** features ensure you'll only receive the calls you want while all the others are routed to your designated answering system.

*Subject to tariff terms and conditions.

numbers to include in the List followed by a *. When there are no more boxes to be included, press * again.

To modify a List, press **M** for Modify. Then to add another box to a List, press **A** for Add. To remove a box from the List, press **D** for Delete after hearing the box name you wish to remove.

Address Book

The Address Book retains your personal directory of other subscribers' Magic Numbers.

1 Press **M** for Modify

2 Press **A** for Address Book.

To add an entry to your Address Book, press **A** for Add. Enter the box number, then press *.

To delete an entry, press **D** for Delete after hearing the subscriber's name.

Pressing * at any time while listening to the voice message of another subscriber will automatically add them to your Address Book.

The Address Book can be accessed by pressing ** at any prompt that requests a destination. To move through the entries, press **N** for Next; press * to select an entry.

Helpful Hints

I Pauses the system.

Cancels an entry or backs up a level.
To return to the Main Menu, press ##.

X for exit. Press **X** twice to exit the system.

H for Help. Provides help at any time in the Magic Number system.

O for Operator. For Operator assistance/ Customer Support, press the **O** key any time after dialing your Magic Number.

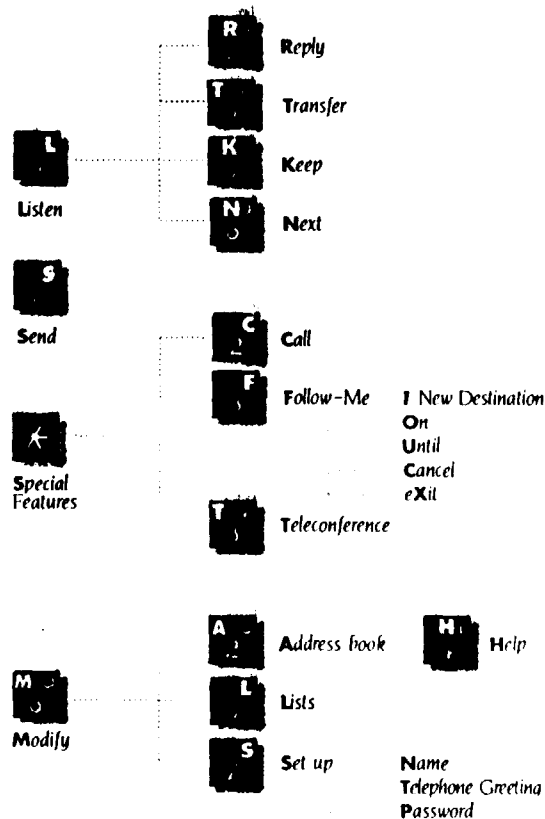
MAGIC
NUMBER™
The number you're always at.

Magic Number

Personal Password

Magic Number Menu

Dial your Magic Number. Interrupt the greeting with *. Enter your password then press *.



To cancel a command, press *. To return to Main Menu, press **

For Customer Service, please call
1-800-428-MAGIC

US-SIGNAL
CORPORATION

2855 Oak Industrial Drive NE, Grand Rapids, MI 49506

**Your
guide
to the
big
office**

**How to make
Magic Number
work for you.**

Don't worry - you can't damage the Magic Number system
by accidentally entering wrong keys.

WELCOME TO **MAGIC** NUMBERSM

Life just got a little easier for you. With Magic Number, you won't have to deal with the complexities of multiple phone numbers, locations and services.

Magic Number brings it all together. Here's how it works.

Your Personal 800 Number

All your communications services are integrated into this one constant 800 number that receives and sends all your communications.

You can control and manage:

MAGIC
NUMBER

Follow-Me Programming — to direct calls to reach you at any touch-tone phone, anywhere

Voice Mail system

Calling Card Services

Conference Calling

Magic Number relies on simple one-touch letter codes to help you get things done. Single-key commands like L for Listen and C for Call do the work for you.

Getting Started

Dial your Magic Number. Interrupt the greeting with *. Enter your password then press *.

Personalize your Magic Number by recording your name and telephone greeting or changing your password.

1 Press M for Modify

2 Press S for Set Up.

To record your Name, press N; to record your telephone greeting, press T. At the tone, record your name or telephone greeting. To end, press *.

To change your Password, press P. Enter a new password, then press *.

Listening to Messages

After you access the system, you'll hear how many new messages you have. Each message begins with the time, day or date the message was received before the message is played.

1 Press L to Listen to your messages. Urgent messages are played first. All other messages are played in the order received. While listening to a message, you may use these options:

Press B for Back - plays prior 5 seconds of message.

Press F for Forward - advances 5 seconds into message.

Press W for Who - plays recorded name of sender.

Press * to add the sender to your Address Book.

2 After you listen to each message, choose what you want to do with that message. You may choose Reply, Transfer, Keep or Next.

Press R for Reply - If a message was sent by another subscriber, you're given the option to reply to the message. Press R at any point in the message. At the tone, record your reply. To end, press *. Follow the system prompts to send the reply.

Press T for Transfer - You may transfer a copy of your message to another subscriber. Press T at any point in the message. Enter the destination Box Number (the last seven digits of a subscriber's 800 number), then press *. Follow the system prompts to send the transferred message, or if desired, to record a comment to accompany the message.

To keep the message, press K for Keep.

To delete a message and listen to the next message, press N for Next.

Sending Messages

1 Press S to Send a message. Enter the destination Box Number or List Number, then press *. At the tone, record the message. To end, press *.

Follow the system prompts if you would like to edit your message before sending or choose Options for Future Delivery or to mark your message Urgent.

To Call Out

1 Press * to access the Special Features menu.

2 Press C for Call. Enter the destination area code and number, then press *.

Re-origination. At any time during a Call Out, you may press the # key for 2 seconds to return to Voice Messaging, additional Call Outs, or other Magic Number services.

Follow-Me Feature

1 Press * to access the Special Features menu.

2 Press F for Follow-Me.

To activate Follow-Me for 4 hours with a new destination number, press 1 plus the destination number, then press *.

If Follow-Me has been programmed in the past, press On to identify the last programmed number and activate Follow-Me on that number for 4 hours.

To program the number of days and time Follow-Me will be active, press Until.

To Cancel Follow-Me, press C.

Teleconferencing

1 Press * to access the Special Features menu.

2 Press T for Teleconferencing.

Lists

You may create Lists for groups of people who you frequently contact. You can send copies of a message to everyone on that List simultaneously when you select a List Number for your message destination.

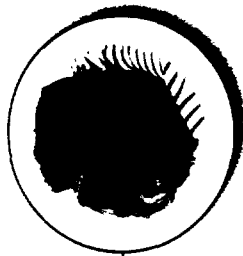
1 Press M for Modify.

2 Press L for Lists.

To set up a new List press C for Create. Enter box

AT&T
True
Connections

help the
people
who are
closest



to you
stay
that way



1 800 952-5150

<http://www.att.com/trueconnections/>



AT&T

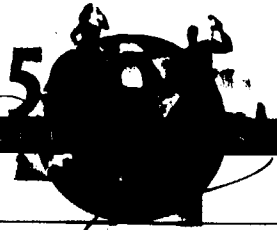

Your True Choice

Printed on recycled paper ©1996 AT&T

tions 500 Service

Give these cards to loved-ones, friends and associates
and they'll always have a way to reach you.

These convenient, wallet-sized cards include complete instructions for using AT&T **True Connections**[®] Service. Simply write in your name and number, and give them to the family members, friends and important business contacts you want to be sure to stay in touch. And if you'd like to pay for calls from any of these people, please see the enclosed letter where you'll find PIN stickers to affix to these cards.

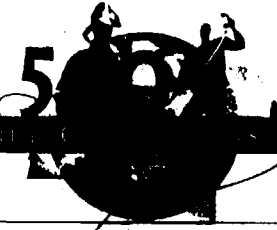



AT&T True Connections Service

Name: _____
Number: _____

If you have trouble accessing the 500# menu, dial 1 800 CALL ATT and prompt "1."

For important dialing information, please see reverse.

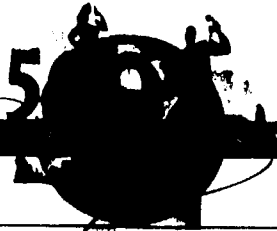



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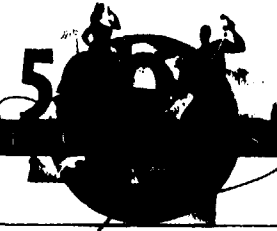



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AT&T True Connections



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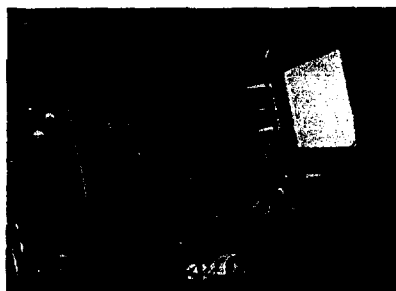
330 WEST 42ND STREET,
NEW YORK, NEW YORK 10036
(212) 736-2010

TURRELLE'S Affiliate

PRODUCT: MCI One
LENGTH: :15
MARKET: New York
PROGRAM: Building America
CODE #: 9606-2883
TITLE: Jim Travis I: Jim Skips Out For Weekend

STATION: WCBS
DATE: 06/16/96

TIME: 1:01 PM



(BKGD MUSIC BEGINS) MALE ANNCR:
Okay, figure this one out. It's
Friday morning and Jim Travis is



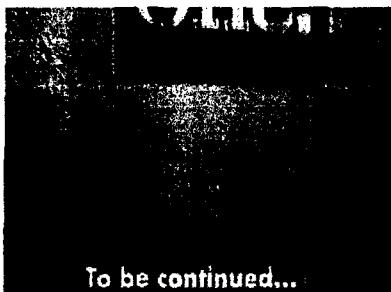
(SFX: TOUCHTONE TELEPHONE BEEPS)
expecting a make it or break it
call from his most important
client.



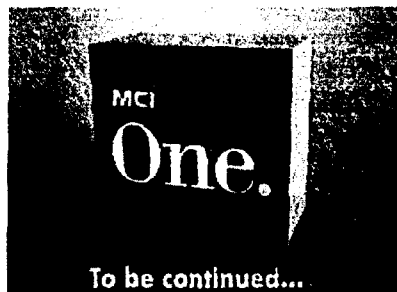
So what's he do?



Skips out for a long weekend!
SFX: TELEPHONE RINGING)



Has this guy lost it?



(MUSIC ENDS)

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NEW YORK, NEW YORK 10036
(212) 736-2010

MURRELLE'S Affiliate

PRODUCT: MCI One
LENGTH: :15
MARKET: New York
PROGRAM: Building America
CODE #: 9606-2886
TITLE: Jim Travis II: Jim Is At The Golf Course

STATION: WCBS
DATE: 06/16/96
TIME: 1:03 PM



(BKGD MUSIC BEGINS) (SFX:
TELEPHONE RINGING, AS HEARD
THROUGH SPEAKERPHONE) MALE ANNCR:
There's the client calling.



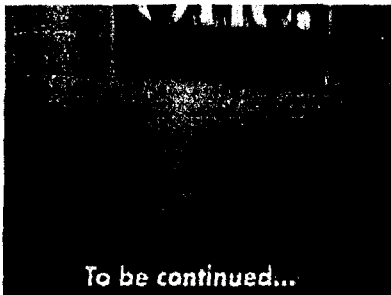
(SFX: TELEPHONE RINGING) But
where's Jim?



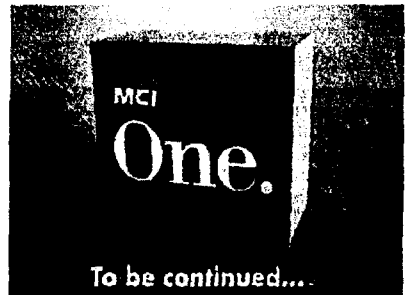
(SFX CONTINUES) Ah-ha! But wait a
second. The



(SFX CONTINUES) client only dialed
ne number! How did the call get
here? SUPER: CELLULAR AVAILABLE IN
CERTAIN AREAS.



(MUSIC CONTINUES)



(MUSIC ENDS)

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(212) 736-2010

BURRELLE'S Affiliate

PRODUCT: MCI One
LENGTH: :15
MARKET: New York
PROGRAM: Building America
CODE #: 9606-2888
TITLE: Jim Travis III: Jim Gets Paged

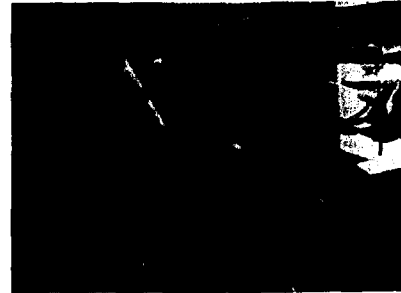
STATION: WCBS
DATE: 06/16/96
TIME: 1:10 PM



(BKGD MUSIC BEGINS) (SFX:
TOUCHTONE TELEPHONE BEEPS) MALE
ANNCR: Let's review.



Jim's client only dialed one
number.



(SFX: TELEPHONE RINGING) But that
one call flew to Jim's office...



(SFX CONTINUES) SUPER: CELLULAR
AVAILABLE IN CERTAIN AREAS.



...cell phone...



(SFX: HIGH-PITCHED PAGER BEEPS)
...and now his pager.



Looks like Jimbo has MCI one!



He just set it up and



said "sayonara" to the office!
(MUSIC ENDS)

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